



# Buy Detail Report

Revision #: Date: 10/10/2012

**Client:** Ben McAdams for Salt Lake County Mayor  
**Media:** TV  
**Product:** Mayor  
**Market:** Salt Lake City-Ogden  
**Primary Demo:** Adults 25-64  
**Separation between spots:** 30

**Estimate:** 318  
**Description:** Ben McAdams TV  
**Flight Start Date:** 9/17/2012 05:00 AM  
**Flight End Date:** 11/5/2012 04:59 AM  
**Survey:** Nov11 DMA Nielsen Live+7  
**Buyer:** Amanda Chew

**Vendor:** KTVX-TV  
 2175 West 1700 South  
 Salt Lake City, UT 84104  
**Contact:** Barbara Syphus  
**E-Mail:** bsyphus@abc4.com  
**Phone:** 801-975-4569 801-580-1335c  
**Fax:** 801-975-4441

**Send Billing To:** Love Communications  
 546 S. 200 W  
 Salt Lake City, UT 84101  
**Phone:** 801-519-8880  
**Fax:** 801-519-8884

**Estimate Comments:** This flight ends Monday 11/05. All spots must run by Monday LN.

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Dur	Wks	9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
<b>KTVX-TV</b>													
60	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN	\$400.00	\$340.00	30	2	2	2	2	2	0	8	2.0 \$200.00 \$170.00
61	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN:1 5	\$200.00	\$170.00	15	2	2	2	1	0		7	2.0 \$100.00 \$85.00
62	MTuWThF 10:35p-11:05p NIGHTLINE	LF	\$200.00	\$170.00	30	2	2	2	2	2	0	8	1.5 \$133.33 \$113.33
63	MTuWThF 10:35p-11:05p NIGHTLINE	LF:1 5	\$100.00	\$85.00	15	2	2	2	2	2	0	8	1.5 \$66.67 \$56.67
72	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN:1 5	\$275.00	\$233.75	15	0	0	0	0	0	1	1	2.0 \$137.50 \$116.88
73	MTuWThF 10:00p-10:35p ABC 4 NWS 10P	LN	\$550.00	\$467.50	30	0	0	0	0	0	1	1	2.0 \$275.00 \$233.75
<b>Total Spots:</b>						8	8	8	7	2		33	
<b>Total GRP/GIMP(000):</b>						14.0	14.0	14.0	12.0	4.0			58.0
<b>Total CPP/CPM:</b>													\$134.91 \$114.68
<b>Total Cost:</b>			\$7,825.00	\$6,651.25								33	



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						9/24 10/1 10/15 10/22 10/29		

**Signature:** \_\_\_\_\_

**Disclaimer:**